

# Post Show Evaluation & Comments

Show Name:

Pedal Nation

Show Location (City/Venue):

Portland / Oregon Convention Center

Show Organizer:

Drive Less Save More

Phone:

E-Mail: pedalnationevents.com@mcsv149

Type of Show:

Consumer trade show

Cost of Show:

\$595

Dates:

April 9-10

Who Attended:

Carol Graham / Bob Wright / Ken Schueman

Who Did Attendee Represent?

International Selkirk Loop and WaCanId Ride

Do we want to do this show in the future?

Yes ☒

No ☐

How many meeting planners in attendance?

3

Type of Trade Show:

Consumer trade show centered around cycling

Type of Dress:

Business ☐

Business Casual ☐

Casual ☒

Booth Arrangements:

Set Up ☐

self

Lights ☐

yes

Tabletop/Misc. ☐

tabletop/drape

Are there any other events in conjunction with this show to add?

no

What would you do different next year:

get shorter table, as booths are all corner booths. My curved booth display would orient better

Quality of venue / show / attendees:

Large facility, good location, handy to MAX light rail. Pedal Nation show is 2nd annual, but the group had skipped a few years. The show promoters said attendance was up 26% over last year stating there were 6,000 show attendees. Show attendee cost was \$10/person.

Materials taken (list quantities), was it too much, too little, not enough:

Selkirk Loop 64-pg brochure - 1050; Sekirk Loop Map - 1200; WaCanId Ride Brochure - 1,000; CHaFe 150 Brochures - 200;

Were there materials that would have been better "assists"?

Yes - Description

No was OK

Giveaways:

No giveaways

General Comments:

We had heard that this show was almost as large as the Seattle Bike Expo show, but there were 126 vendors vs. almost 300 at the Seattle Show. I noticed that the crowd at the Portland Show was a younger crowd, vs. the Seattle Bike Expo. A positive for the Portland Show was that many asked if we had an AmTrack stop, which we do in Sandpoint, ID which may encourage cyclists to come tour without dealing with their car.

Grant Expenses

Budgeted Travel		Actual Travel
Budgeted Partner Travel		Actual Partner Travel
Anticipated Cash Match		Actual Cash Match